

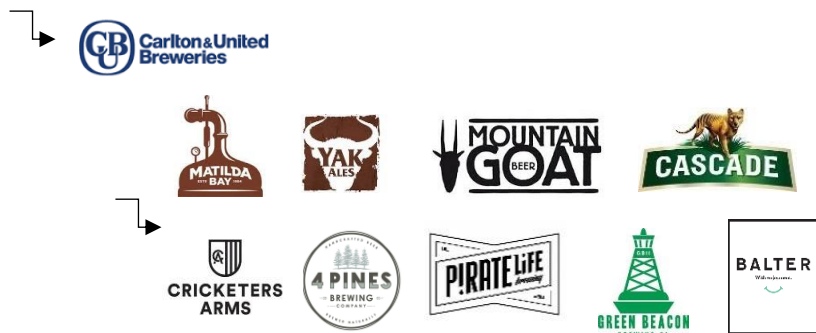
Corporate Craft Brewery Ownership in Australia

(as of May 2022)



We want to thank **Crafty Pint** for their updated information about Private Label beers.

Asahi



Asahi, a Japanese Company, owns **CUB** (2020), which itself owns the following craft brands:

- Cascade (1993)
- Matilda Bay Brewing Co (1994)
- Yak Ales (Matilda Bay)
- Cricketers Arms (2013)
- Mountain Goat (2015)
- 4 Pines (2017)
- Pirate Life (2017)
- Green Beacon (2019)
- Balter (2019)

ASAHI currently control approx. 48.8% of the beer market in Australia

KIRIN



Kirin Holdings, a Japanese Company, owns **Lion** (2009), which itself owns the following craft brands:

- James Squire (1998)
- James Boags (2007)
- Little Creatures (2012)
- White Rabbit (2012)
- Furphy (Little Creatures)
- Kosciuszko (Malt Shovel Brewing)
- Byron Bay Brewing Co (2016)
- Eumundi Brewery (2017)
- Fermentum Group (2021)

KIRIN currently control approx. 41% of the beer market in Australia

Coca-Cola



Coca-Cola, an American Company, owns **Coca-Cola EuroPacific Partners**, which itself owns/distributes the following craft brands:

- Yenda Brewing Co (2013)
- Feral Brewing Co (2017)

They currently control approx. <2% of the beer market in Australia

ENDEAVOUR DRINKS



Endeavour Drinks controls Dan Murphy's, BWS, Cellarmasters, and has merged with the ALH Group.

Private label brands under **Pinnacle Drinks** also include Hughie, Crony, Gogo Fish, Algorithm, Colossal, Initial, and Culture House.

Coles owns Liquorland, First Choice, and Vintage Cellars.

coles

